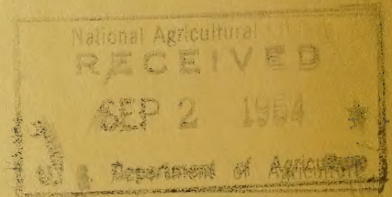


62.73

1856 • A CENTURY OF GROWING • 1956



**ROBERT  
CRAIG  
COMPANY**

**NORWOOD,  
DELAWARE  
COUNTY,  
PENNSYLVANIA**

*Quality*

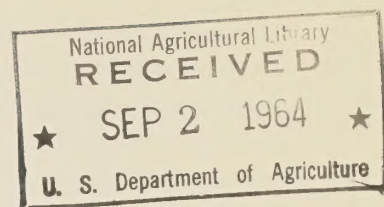
**BUILT OUR REPUTATION • AND KEEPS US GROWING**





# *A brief history of the*

## **ROBERT CRAIG COMPANY**



The Robert Craig Company, on the threshold of its second century of growing flowers and plants for the florists of America, views its past with pride and its future with confidence. From its earliest days, it has been noted for the variety and quality of the stock it has offered. It has lived through four wars, numerous periods of prosperity and depression, and a complete change in the national life—social, industrial and commercial. It is a native of Philadelphia, one of the oldest cultural centers of America and the city which was the acknowledged leader in the development of commercial horticulture in this country.

There have been many phases in the development of the Robert Craig Company—inevitable changes in its product. In its first decade it produced, as did most growers, only bedding stock, and gradually expanded to include cut flowers, Carnations, Roses, Chrysanthemums, and Azaleas, all of which were cut short and wired before sale. The 1880's saw the introduction of various ornamental foliage plants, including many varieties of Palms, which were grown for the next four decades. The turn of the century provided the final change to the production of pot plants exclusively.

Although Alexander Craig, a native of Annan, Scotland, and the founder of the Robert Craig Company, conducted a gardening business at 2nd and Reeves Streets, Philadelphia, from 1845, the Company dates its inception from the time he bought the greenhouses of Robert Scott

and Son at 18th and Wharton Streets in 1856. Mr. Craig operated at 18th and Wharton Streets until he moved, in 1860, to greenhouses he built on about four acres at 15th and Pine and Reeves Streets, Philadelphia. Here he specialized in the growing of bedding stock and cut flowers, largely Carnations, and for a few years and in a modest way prospered. He was one of the first growers in the country to buy and propagate the French Carnation "La Purite," the best standard variety for the next 15 years.

After his untimely death in 1865 at the age of 48, the business was carried on by his widow, Janet Gaas Craig, and by his two young sons, Robert, 18, and George, 14. As a result of the boys' training, industry and perseverance, the business continued to grow, and soon became noted for the uniform excellence of the stock produced.

### **THE HILL**

In October 1870, the young Company moved to 4900 Market Street, Philadelphia, a square block running from 49th to 50th and from Market to Chestnut. It was known as Craig and Brother, and was dual in character. The greenhouses were operated by Robert, while George was in charge of the retail store at 211 South 11th Street. The establishment at 4900 Market Street, which, at its inception, consisted of a four-room house and a few small greenhouses, was affectionately known during its 50 years of existence as "The Hill," and is still nostalgically referred to in this way by some members of the trade. By 1919, the four-room cottage had given place to a large and impressive Victorian residence fronting more than 125,000 square feet of glass.

In the fall of 1890, the firm of Craig and Brother was dissolved. Robert Craig purchased



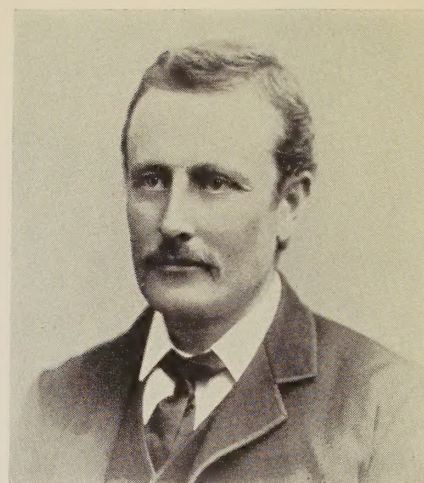
the interest of his brother George in the greenhouse department and continued to operate it under his own name. George Craig became the sole proprietor of the retail store which he continued to manage until his death in June 1924. In March 1898, William P. Craig, the oldest son of Robert Craig, was admitted to the business, which for the next seven years was known as Robert Craig and Son. William Craig had, for a short period, operated his own greenhouses, devoted to the production of Carnations, at 61st and Market Streets, Philadelphia. After joining his father's firm, he continued to grow Carnations at the 61st Street annex. It was here that the "Ethel Crocker" Carnation was grown and introduced in 1899—an introduction so successful that it necessitated the erection of two new Carnation houses in 1900.

Meanwhile, the main establishment, under the direction of Robert Craig and his younger son, Robert Alexander Craig, continued the production of pot plants. The firm at this time produced, as well as cut flowers, many varieties of Palms, Ferns, and Rubber Plants, and was famous for the outstanding quality of its stock. It is interesting to note that in 1903 *Ardisia Crenulata* and *Ficus Pandurata*, both Craig introductions, Crotons and Cyclamen were considered the outstanding Christmas offerings. Few Poinsettias, the basic plant of today's Christmas market, were grown. At Christmas 1905, the entire trade was startled at the daring act of Robert Craig and Son in devoting an entire house, 22 by 100 feet, to the production of Poinsettias.

In 1893 the exhibit of Robert Craig and Son at the World's Fair in Chicago included Crotons, a crop which the firm introduced to America and with which its name was closely associated during the next 30 years. Craig's brought to this country in 1900 a collection of the outstanding French varieties, and, during the next 20 years, introduced over one hundred of its own hybridizations. In 1903, the *American Florist* reported that "Craig's collection of Crotons—if not the best in the world—is easily the first in America."

Robert Craig, who was responsible for this outstanding collection, was not only a brilliant horticulturist but a cultured and gregarious man, witty, eloquent and occasionally argumentative. In 1877 he challenged the right of the City of Philadelphia to assess him for the cost of paving

**ROBERT  
CRAIG**



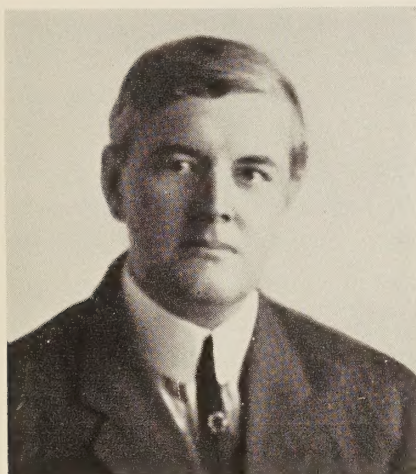
and curbing Market Street from 49th to 50th, claiming the area was rural. He carried the case to the Supreme Court and won. He was in constant demand as a speaker and an organizer. In 1887 he was a trustee of Horticultural Hall for the Pennsylvania Horticultural Society and in 1894 co-chairman, with Edward Lonsdale, of the Society's section on decorative plants and flowers. In 1899 he was one of a committee of three sent to discuss planting trees on Broad Street with the Mayor of Philadelphia. The same year he was chairman of the Society of American Florists' committee to choose the national flower and of the committee to standardize the size of flower pots. He was elected to membership in the Pennsylvania Horticultural Society in 1874 and served as vice-president of that organization in 1885, 1900, 1912 and 1919. He was a member of the council of the Pennsylvania Horticultural Society from 1902 to 1919 and in 1925 was elected an honorary member of the Society. In 1885 he was a charter member of the Philadelphia Florists' Club and became its first president, an office which he kept until 1889. He was a charter member of the American Dahlia Society. He was one of the founders of the Society of American Florists and president of that organization in 1887. In 1900 he was president of the American Rose Society. At the 41st Annual Convention of the Society of American Florist in Buffalo in 1925, he received a gold medal of honor for his distinguished service in horticulture. He was honored again by the entire trade in 1926 when a testimonial dinner in honor of his 80th birthday was given.



## COMPANY INCORPORATED, NORWOOD PURCHASED

In 1905, the firm was incorporated in Pennsylvania under the name of Robert Craig Company. Robert Craig was the president, his brother George vice-president and his son, Robert Alexander Craig, secretary-treasurer.

At that time, the large tract of land which the Company now occupies in Norwood, Delaware County, was purchased, and by 1906 it was already planted with ornamental foliage plants. In 1910 the first section of the present range of glass at Norwood was built by Lord and Burnham. These five houses, 300 by 30 feet, contained all the latest features of greenhouse construction, and were considered a showplace.



ROBERT A.  
CRAIG

In 1920, the property at 4900 Market Street was sold to the West Philadelphia Catholic Boys' High School and the firm moved its entire operation to the present location. The total glass area, then 175,000 square feet, by 1930 had grown to 240,000 square feet and is now 260,000 square feet.

The sale of 4900 Market Street and the move to Norwood were achieved under the supervision of Robert Alexander Craig, who in 1921 bought the entire stock of the Robert Craig Company. He owned and operated it until his death in 1945, and these 25 years marked the period of the Company's greatest development. He was an able grower and proficient in every phase of greenhouse operation, but his particular talent was as a merchandiser. He almost invariably anticipated trends in floral fashions and was ac-

tive in developing new sales methods and additional markets for plants. Many of the horticultural novelties introduced by the Robert Craig Company during "Young Bob's" association with it became permanent and valued additions to American and European horticulture. These included *Ficus Pandurata*, introduced to America in 1903 and disseminated in 1908; *Sansevieria Laurenti*, introduced in 1910 and popularized in the late twenties and early thirties; *Dracaena Janet Craig* in 1935 and *Azalea Sweetheart Supreme* in 1940. Many growers feel that the immediate nation-wide popularity of *Sansevieria Laurenti* when it was reintroduced was a significant factor in carrying their companies through the crash of 1929 and the ensuing depression. It is a matter of record that the year 1931, one of the worst years in the history of American commerce, was one of the best years ever enjoyed by the Robert Craig Company—a phenomenon largely accounted for by the overnight success of "THE LUCKY PLANT."

Robert A. Craig, a handsome, genial man, married Miss Jean Freeman, of Philadelphia, and was the father of two daughters, Janet and Phyllis, later associated with the Company. His unflinching standards of excellence in growing and merchandising plants continued to make the name Craig synonymous with quality.

## PUERTO RICO

The Robert Craig Company was one of the first firms in the North to recognize the desirability of a sub-tropical growing area, and in



CORNELIUS  
VANDEBREGGEN



1923 purchased a small finca in Rio Piedras, Puerto Rico, for the propagation of ornamental foliage plants. Robert Craig, Sr., trained the present manager, Sr. Lorenzo Rodriguez, a graduate of the University of Puerto Rico, in modern, commercial methods of quality production. This farm, still operated by the Company, supplies a large percentage of the foliage stock grown and finished in Norwood.

After the death of Robert A. Craig in 1945, Cornelius Vanderbreggen was elected to the presidency. Mr. Vanderbreggen, a native of Rijnzaterwoude, Holland, received his early training in horticulture as an apprentice in the famous greenhouses of England and France. He started his lifelong association with the Robert Craig Company in 1908, when he postponed a trip from Indianapolis to Holland in order to accept this position. In 1910, he was made general manager of the new greenhouses of the Company at Norwood, a position which he held until his election to the presidency. "Van," as he was known to the florists of two continents, was an outstanding horticulturist and grower, an astute trader, and an excellent leader of men, who shared the ideas of excellence held by the Craigs. Much of the fine reputation enjoyed by the Company was the result of his efforts.

#### FOURTH GENERATION

Phyllis Craig, the younger daughter of Robert A. Craig, joined the Robert Craig Company in October 1945. Miss Craig's previous experience had been in fashion advertising, a field for which her education at William and Mary College and the University of Pennsylvania, and her innate style, brilliant wit and fluency of expression eminently fitted her. Her experience in advertising and merchandising was a valuable asset to her in planning the production of the Robert Craig Company and she was soon considered an authority in the field of floral fashions. Her article on this subject in *The Florists' Exchange* in 1951 and her occasional radio and television appearances were given serious consideration. Her influence in planning production was evident in the gradual transition from Hydrangeas to Gardenias as the major Easter crop, the increase in the number of white flowers grown, and the



PHYLLIS  
CRAIG

elimination of older and less profitable crops. She increased the production of Saintpaulias, and developed a system of hybridization which led to the introduction of nine outstanding African Violets, the first of which, "Star Sapphire," Plant Patent No. 1187, was introduced in 1951.

When Miss Craig joined the Company, she handled the advertising as a matter of course. The attractive price lists she produced, the change in the format of trade paper advertising, and the development of new and appealing slogans quickly proved their worth. She was made sales manager of the Company in 1946 and traveled through Pennsylvania and New Jersey, cementing old friendships and making many new ones. She was elected president of the Robert Craig Company in May 1951 and continued to contribute to the development of the Company and the entire field of horticulture until her untimely death in 1952.

Her sister, Janet Craig Dalsimer, was elected to the presidency at that time. She joined the Robert Craig Company in January 1945, and although her previous experience had been in medical social work and industrial relations work, her immediate interest in commercial horticulture, and the assistance received from Mr. Vanderbreggen and the entire staff, quickly enabled her to face its problems. Under her management, the gradual modernization of the plant at Norwood was accomplished. She worked closely with her sister in production planning and was equally interested in the program of Saintpaulia hybridization.

(Continued on page 11)



# 1956

# CHRISTMAS AT CRAIG'S

OUR 101<sup>ST</sup> CHRISTMAS OF KNOWING AND  
GROWING WHAT THE PUBLIC PREFERS

## *Price List*

### ONE HUNDREDTH ANNIVERSARY CHRISTMAS SPECIAL

# \$100

2 Ardisia—Red Pots  
3 Poinsettias—6-inch Pots  
3 Poinsettias—Red— 7-inch Pots  
2 Poinsettias—Red— 8-inch Pots  
1 Poinsettia —Red—10-inch Tub  
1 Poinsettia —Red and White—10-inch Tub  
2 Poinsettias—Red and White— 8-inch Pots

6 Cyclamen—6-inch Pots  
4 Kalanchoe—5-inch Pots  
4 Peppers—4-inch Pots  
4 Cherries—6-inch Pots  
2 Azaleas—6-inch Pots  
2 Dieffenbachia Amoena—4-inch Pots  
2 Bromeliad—4-inch Pots

This exceptional combination of 38 specimen plants, selected and potted to promote Christmas sales, can be yours for only \$100, if your order is received no later than December 3, 1956. Sorry, one special only to each customer.

# ROBERT CRAIG COMPANY

## POINSETTIAS

### RED—Best Varieties

3-inch pots . . . . .	.60
4-inch pots, branched, 2 blooms . . . . .	1.00-1.25
5½-inch pans, 3 blooms, with ferns . . . . .	1.75-2.00
6-inch pans, with ferns . . . . .	2.50
7-inch pans, with ferns . . . . .	3.50
8-inch pans, with ferns . . . . .	5.00
10-inch tubs, with ferns . . . . .	8.00
12-inch tubs, with ferns . . . . .	10.00-12.50-15.00

### RED AND WHITE COMBINATIONS

6-inch pans, with ferns . . . . .	2.50
7-inch pans, with ferns . . . . .	3.50
8-inch pans, with ferns . . . . .	5.00
10-inch tubs, with ferns . . . . .	8.00
12-inch tubs, with ferns . . . . .	10.00-12.50-15.00

### IMPROVED ECKE WHITE

6-inch pans, with ferns . . . . .	2.50
7-inch pans, with ferns . . . . .	3.50
8-inch pans, with ferns . . . . .	5.00
10-inch tubs, with ferns . . . . .	8.00
12-inch tubs, with ferns . . . . .	10.00-12.50-15.00

## FLOWERING PLANTS

### CHRYSANTHEMUMS—Until Dec. 1, 1956, ONLY

4-inch pots . . . . .	.75
6-inch pots . . . . .	1.50

### AFRICAN VIOLETS

Our Newest Introduction

**"Miss Phyllis"**

White with deep purple variegation—  
Girl Foliage.

### Other Outstanding Craig Introductions

Star Sapphire, Plant Patent No. 1187,  
Star Amethyst, Craig's Blue Prince.  
Craig's Cielo, Craig's Midnight, Craig's Monarch,  
Craig's Purple Emperor, Craig's Ruby.

### Double Pink

Arbutus, Ohio Bountiful and Pink Puff.

### Other Varieties in White, Blue, Pink, Single and Double

3-inch pots . . . . .	.60
4-inch pots . . . . .	.85
5-inch pots . . . . .	1.50

### ARDISIAS

5-inch pots . . . . .	5.00
5-inch pots, in red enamel pots . . . . .	5.50

## AZALEAS

### White

6-inch pots . . . . .	3.00
12-inch tubs . . . . .	12.50

### Red

6-inch pots . . . . .	3.00
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### CHERRIES CRAIGI

5-inch pots . . . . .	1.50
6-inch pots . . . . .	2.00

### CHRISTMAS BEGONIAS

6-inch pots . . . . .	2.50
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### CHRISTMAS PEPPERS

4-inch pots . . . . .	1.00
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### CYCLAMEN

4-inch pots . . . . .	1.25
5-inch pots . . . . .	2.00
6-inch pots . . . . .	3.00
7-inch pots . . . . .	4.00

### KALANCHOES

4-inch white pots . . . . .	1.00
5-inch white pots . . . . .	1.50

## FOLIAGE PLANTS

### AGLAONEMA COMMUTATUM

3-inch pots . . . . .	.50
2¼-inch pots . . . . .	.30

### ALUMINUM PLANTS

2¼-inch pots . . . . .	.20
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### ARALIA BALFOURIANA

2¼-inch pots . . . . .	.30
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### BROMELIAD

4-inch pots . . . . .	1.50
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### CHINESE EVERGREEN

2¼-inch pots . . . . .	.25
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### CIBOTIUMS

10-inch tubs . . . . .	15.00
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### COFFEE

10-inch pots . . . . .	8.00
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### CRASSULA CRENULATA

2¼-inch pots . . . . .	.15
------------------------	-----



# Christmas, 1956

TELEPHONES—LEhigh 2-6000—Norwood  
BEIgrade 2-8181—Philadelphia

## DIEFFENBACHIA

### Amoena

4-inch pots . . . . .	1.50
6-inch pots . . . . .	3.00
8-inch pots . . . . .	6.00
Large Tubs . . . . .	15.00

### Picta

2¼-inch pots . . . . .	.25
6-inch pots, 3 plants . . . . .	2.00

### Rudolph Roehrs

2¼-inch pots . . . . .	.35
3-inch pots . . . . .	.65
6-inch pans, 3 plants . . . . .	2.50
8-inch pans . . . . .	5.00

## DRACAENA

### Godseffiana-Sanderiana

2¼-inch pots . . . . .	.25
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### Marginata

3-inch pots . . . . .	.50
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### Eugene Andre

3-inch pots . . . . .	.65
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### Janet Craig

4-inch pots . . . . .	1.00
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## FERNS

### Dwarf Boston

4-inch pots . . . . .	1.00
6-inch pots . . . . .	2.00

## FICUS

### Decora

6-inch pots . . . . .	3.00
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### Elastica

4-inch pots . . . . .	1.00
8-inch pots, 3 plants . . . . .	4.00

### Pandurata

3-7 feet tall . . . . .	5.00-25.00
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## FITTONIA

2¼-inch pots . . . . .	.25
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## IVY

### Pittsburgh

2¼-inch pots, 2 runners . . . . .	.15
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### Variegated or Green Ripple

2¼-inch pots, 1 runner . . . . .	.15
2¼-inch pots, 2 runners . . . . .	.25

## IXORA

2¼-inch pots . . . . .	.25
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## NEANTHE BELLA PALMS

2¼-inch pots . . . . .	.25
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## PANDANUS VEITCHI

6-inch pots . . . . .	3.00
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## PEPEROMIA

### Green

2¼-inch pots . . . . .	.15
------------------------	-----

### Variegated

2¼-inch pots . . . . .	.25
------------------------	-----

## PHILODENDRON

### Cordatum

2¼-inch pots, 1 runner . . . . .	.15
2¼-inch pots, 2 runners . . . . .	.25
3-inch pots . . . . .	.50
4-inch pots . . . . .	1.00
4-inch pots, on bark . . . . .	1.25
6-inch pots, on bark or pole . . . . .	3.00
7-inch pots, on bark or pole . . . . .	6.00

### Erubescens, Hastatum, Mandianum, Panduraforma, Pertusum

6-inch pots, 2 foot bark . . . . .	3.50
7-inch pots, 3 foot bark . . . . .	6.00
7-inch pots, 4 foot bark . . . . .	7.00
8-inch pots, 3 foot bark . . . . .	8.00
8-inch pots, 4 foot bark . . . . .	10.00
10-inch tubs . . . . .	12.50
12-inch tubs . . . . .	17.50

## PODOCARPUS MAKI

2¼-inch pots . . . . .	.25
Specimen Plants . . . . .	15.00 to 30.00

## POTHOS

### Golden

3-inch pots . . . . .	.50
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### Marble Queen

2¼-inch pots . . . . .	.20
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## SANSEVIERIA

### Laurenti

2¼-inch pots . . . . .	.20
3-inch pots . . . . .	.35

### Hahni

2¼-inch pots . . . . .	.25
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## SCHEFFLERA

6-inch pots . . . . .	2.50
8-inch pots . . . . .	6.00



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# TERMS *and* CONDITIONS

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**TERMS**—Please send cash to cover order. We do not ship C.O.D. unless remittance has been made on account to guarantee acceptance. These terms do not apply to our regular customers.

**SHIPPING INSTRUCTION**—Please give the name of your Company, Post Office, County and State, and the name of the express office to which shipment is to be made. OUR GOODS ARE SOLD F.O.B. AT THE POINT OF SHIPMENT AND ARE AT THE PURCHASER'S RISK WHILE IN TRANSIT. THE OWNERSHIP OF ALL GOODS SOLD BY US PASSES TO THE PURCHASER UPON DELIVERY TO CARRIER.

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## • SCHEDULED TRUCK DELIVERIES

### YORK, LANCASTER, HARRISBURG AND ENVIRONS

November 8 and Holiday  
December 6, 20  
January 3, 17, 31

### POTTSTOWN, READING, POTTSVILLE, LEHIGHTON, HAZLETON AND ENVIRONS

November 7, 21  
December 5, 19  
January 2, 16, 30

### HAVRE DE GRACE, BALTIMORE, WASHINGTON AND ENVIRONS

November 6, 20  
December 4, 18  
January 2, 15, 29

### QUAKERTOWN, ALLENTOWN, BETHLEHEM, EASTON AND ENVIRONS

November 1, 15, 29  
December 13 and Holiday  
January 10, 24

### TRENTON, PRINCETON, NORTHERN NEW JERSEY AND ENVIRONS

November 14, 28  
December 12 and Holiday  
January 9, 23

### EASTERN SHORE

November 7  
December 5 and Holiday  
January 9

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## • SPECIAL DELIVERIES ARRANGED FOR ALL HOLIDAYS

Delivery free of charge within regular delivery area.  
Delivery charges at cost beyond a 100-mile radius.

MINIMUM ORDER FOR TRUCK DELIVERY . . . . . \$15.00  
PRE-HOLIDAY SEASONS . . . . . 35.00

### PACKING CASES AND CARTONS

Carton . . . . .	\$0.50
Half Size Crate . . . . .	2.00
Full Size Crate . . . . .	3.00

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**ROBERT CRAIG COMPANY, Norwood, Delaware County, Pennsylvania**

TELEPHONES • LEhigh 2-6000—Norwood • BEIgrade 2-8181—Philadelphia





JANET  
CRAIG  
DALSIMER

*(Continued from page 6)*

Mr. Otto H. Dietrich, a graduate of Rutgers University, joined the Robert Craig Company as general manager in 1951 and has been vice-president since 1952. Mr. Dietrich's varied experience with many firms, Madsen and Christensen, Atkin and Durbrow, Inc., Hunt Greenhouses, Octave Vlamynck and the Henry I. Faust Company, plus his love of plants and passion for perfection, have been uniformly valuable to the Company.

Mrs. Lorene Pyle, the secretary-assistant treasurer of the Robert Craig Company, has been associated with it since 1946. Mrs. Pyle was educated at Chester High School and Temple University. Her experience in building, shipping and banking, her brisk efficiency and her quick intelligence have made her indispensable to the Company in the direction of its office procedures.

## A CENTURY OF CHANGE

The Robert Craig Company has survived many changes in the development of commercial horticulture. It has lived through the period when each greenhouse was completely rebuilt every five years, and has learned equally effective and more economical maintenance methods; through the change from the system of carrying sample plants and flowers to the retailer, to the development of the great commission houses, wholesale

markets, and crews of trained sales personnel; through the change in transportation and delivery from horse-drawn trucks, and overnight river boats between Philadelphia and Wilmington, to national motor transport and international air freight.

In spite of these changes, there is a timelessness and a basic quality in horticulture which is inalterable. The Robert Craig Company grew Geraniums in 1856, and anticipates an excellent crop in 1957. In 1903, it introduced to America the incomparable *Ficus Pandurata*, one of the permanent additions to ornamental horticulture. At its Centennial Celebration in 1956, it will introduce to the florists of America the worthy successor to *Pandurata*, *FICUS PHYLLIS CRAIG*. This magnificent foliage plant, for which patent has been applied, is a sport of *Pandurata*, suited to the social life of the twentieth century. It is a dwarf variety of its famous parent, with smaller leaves and shorter nodes, but has the same handsome, dark green, glossy, violin-shaped leaves, and the same excellent qualities of endurance. It will be disseminated during 1958.

The constant factor in horticulture is the love of plants and flowers inherent not only in the 50,000,000 customers the Robert Craig Company has served during the past century, but in the thousands of workers who have been associated with it, whose love of the soil, care, labor and skill have made possible its reputation and permanence. This brief history would not be complete without a word of tribute to the present personnel of the Company, the 67 men and women who have produced the beautiful crop of Christmas plants for 1956. Of this group, four men, Richard Lafferty, Raymond Mingone, Olaf Hofberg and Harry Hutchins, have been with Craig's for thirty-five years; five men for thirty years or more: Alfred Clevenger, Thomas Clevenger, John Janczuk, George Sauers and Frode Rahbek; and one, Francis J. McHenry, for twenty years. It is to these men, and their more recent but equally competent colleagues, that the Robert Craig Company owes thanks for the distinction of completing a Century of Growing.



# ★ SOME OF OUR OUTSTANDING PLANT INTRODUCTIONS AND DISSEMINATIONS

## MISCELLANEOUS PLANTS

- circa 1885 *Lantana* Craigi  
circa 1894 *Begonia* Gloire De  
Lorraine (French)  
Prior to 1900  
*Araucaria* Excelsa  
*Araucaria* Elegans  
circa 1890 ***Ardisia Crenulata***  
circa 1910 ***Jerusalem Cherry***  
**Craig**  
1914 *Geranium* "Helen Michell"  
(with H. F. Michell Co.)  
1914 *Begonia* "Florence Davenport"  
1935 *Calceolaria* Craigi  
1939 *Hydrangea* Norwood  
1940 ***Azalea* "Sweetheart**  
**Supreme"**  
1950 **Pepper Robert Craig**  
1956 **Pepper Improved Celestial**

## CARNATIONS

- 1885 Sunrise  
1885 Edna Craig  
1889 William E. Rowland  
1898 Elizabeth-Heacock  
Seedling Disseminated  
with John May.  
1898 Flora Hill  
1899 Adonis  
1899 Ether Crocker (with A. Herr  
and E. G. Hill)  
1904 Vesper. Disseminated for  
Passmore.

## ROSES

- 1882 Duke of Connaught  
1884 Sunset  
1895 Crimson Rambler—English  
1896 President Carnot  
1900 Sunrise—English  
1900 Killarney—Irish

## CHRYSANTHEMUMS

- 1887 Mrs. A. Blanc  
1888 E. H. Fidler  
1888 Sunnyside  
1888 L. Canning  
1889 M. J. Thomas  
1890 Col. W. B. Smith  
1892 Mrs. Robert Craig  
1895 Liberty  
1899 White Golden Wedding

## FOLIAGE

- 1903 ***Ficus Pandurata***  
1910 ***Sansevieria Laurenti***  
**Reintroduced and Popu-**  
**larized—1929.**  
1912 *Ficus Utilus*—From U. S.  
Botanical Gardens.  
1913 *Ficus* Craigi  
1913 *Dracaena* Aurora  
1916 *Dracaena* Craigi  
1935 ***Dracaena Janet Craig***  
1938 *Sansevieria* Craigi

## FERNS

- 1888 *Adiantum* Craigi  
1890 *Asparagus* Decumbens  
1913 *Nephrolepis* Scholzelii  
1913 *Nephrolepis* Teddy, Jr.  
1915 ***Nephrolepis Norwood***  
1916 *Nephrolepis* Robusta  
1916 *Nephrolepis* John Wanamaker

## SAINTPAULIAS

- 1951 ***Star Sapphire***  
Plant Pat. No. 1187  
1953 ***Star Amethyst***  
1953 ***Craig's Monarch***  
1953 ***Craig's Purple Emperor***  
1952 ***Craig's Midnight***  
1953 ***Craig's Ruby***  
1955 ***Craig's Cielo***  
1954 ***Craig's Blue Prince***  
1956 ***Miss Phyllis***

## CROTONS

(A Partial List of introductions  
between 1893 to 1920.)

- Pere Charon—French  
Mons. Kohl—French  
*Chantrierii*—French  
*Delicatissima*  
Florence  
*Reedii*  
Norwood Beauty  
New Hampshire  
Massachusetts  
Rhode Island  
Connecticut  
New York  
Pennsylvania  
New Jersey  
Delaware  
Maryland  
Virginia  
North Carolina  
South Carolina  
Georgia  
America  
Mrs. Robert Craig  
Gem  
Robert Craig  
Rodman Wanamaker  
*Fasciatus*  
Craigi  
Craigi Supreme  
Philadelphia  
Masterpiece  
Baby Margaret  
Janet Craig  
Phyllis Craig

## ● OUR 1956 INTRODUCTION

The Fabulous New

## FICUS PHYLLIS CRAIG

To be disseminated in 1958

● Introductions listed in Bold Face Type are currently available.



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# *Notable alumni of*

## **ROBERT CRAIG COMPANY**

During its long history, the Robert Craig Company has had many reasons to be proud. One of the greatest of these is the opportunity to help train the outstanding young men of the industry—men who have gone on to form their own enterprises, and to make outstanding contributions to the trade. The names of a few of these men follow:

1. JOHN WALKER, our oldest alumnus, aged 96, was employed by the Robert Craig Company in 1878 and made foreman in 1893. He left in 1900 to operate his own greenhouses in Youngstown, Ohio. He is now retired and living in Somers Point, New Jersey.

2. JOHN BEYLER, the owner of retail greenhouses in Shillington, Pennsylvania, was a grower at "The Hill" for several years prior to 1920.

3. HARRY BURTON, the producer of ornamental foliage in West Palm Beach, Florida, was a grower at Craig's early in the century.

4. ALFRED M. CAMPBELL, the founder and president of Alfred M. Campbell and Son, Stratford, Pennsylvania, started his career with Robert Craig and Son, where he was a salesman from 1897 until 1901.

5. BERTUS J. CETON, of Bonsall-Ceton Greenhouses, Broomall, Pennsylvania, was employed by the Robert Craig Company as a grower upon his arrival from Holland in 1926, and remained with the Company for eleven years.

6. JOSEPH CORCORAN, president of The London Flower Shop in Philadelphia, as a boy, in 1919 and 1920, had many responsibilities for the Robert Craig Company, one of which was the popular job of taking the payroll to Norwood every Saturday.

7. JOHN W. COX, a wholesale commission merchant of Ludlow Street, Philadelphia, was employed by Craig's as a boy from 1908 until 1912.

8. WILLIAM P. CRAIG, JR., currently the Florida representative of Fred C. Gloeckner Company, received his early training at the Robert Craig Company in 1926.

9. HARRY CRAWFORD, of the Joseph G. Neidinger Company, was local salesman for the Robert Craig Company from 1914 until 1920, and supervised the dismantling of 4900 Market Street.

10. MARTIN GOHN was a grower at the Robert Craig Company more than 50 years ago before opening his own greenhouses, devoted to Carnation production, in Willow Grove, a company still operated by his son.

11. VINCENT KENNEDY, of the Fred C. Gloeckner Company, New York, was the Pennsylvania salesman of Craig's from 1936 to 1938.

12. DUNCAN MACAW, the president of Macaw Brothers, Norwood, Pennsylvania, was the general manager of 4900 Market Street from 1903 until 1913.

13. LEONARD J. SEIGER, one of the owners of the Fred C. Gloeckner Company, New York, was employed by the Robert Craig Company in 1913, and for twenty-one years was salesman and assistant general manager.

14. OCTAVE VLAMYNCK, the owner of greenhouses devoted to the production of pot plants in East Paterson, New Jersey, was employed by the Robert Craig Company during 1914 and 1915.



# CENTENNIAL CELEBRATION

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NOVEMBER 18, 1956

10 A.M. to 3 P.M.      TOURS OF GREENHOUSES

NOON to 3 P.M.      LUNCHEON—Main Shed

3 P.M.      PROGRAM

*Master of Ceremonies*

MR. CHARLES H. GRAKELOW—President, Charles H. Grakelow, Philadelphia

First Presentation of FICUS PHYLLIS CRAIG

*Speakers*

MR. ALFRED M. CAMPBELL—President, Alfred M. Campbell and Son,  
Strafford, Pennsylvania

MR. GRANVILLE GUDE—President, Gude Brothers, Washington, D.C.

DR. JANE LESLIE KIFT—Garden Editor, *The Philadelphia Inquirer*

MR. GURNEY MANN—President, Society of American Florists  
President, E. G. Hill Company, Richmond, Indiana

MAJOR GENERAL HOWARD MCC. SNYDER—United States Army (ret.)

MISS PATRICIA SPOLLEN—Garden Editor, *The Evening Bulletin*

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*Awarding of Prizes*

Beard Contest      •      Costume Contest      •      Door Prizes

*Games*—North Shed and Lawn

*Music*







